



BROOKLYN VILLAGE



Session 3: Workforce Housing & Public Open Space

Proposals: Key Elements

- **Development Team and Qualifications**
 - Team members involved and relevant experience
- **Horizontal Development Program**
 - A minimum of 1.6 AC of open space, with at least 1.5 AC intended for recreation, consistent with current zoning
- **Affordable Housing**
 - A minimum of 30 housing units dedicated to households at or below 80% of area median income
- **Deal Structure and Program Delivery**
 - Description of County's role, if any
- **Financial Statements and Financing Plan**
 - Evidence of successfully financing and executing similar projects



Proposals: Evaluation Elements

- **Redevelopment Approach**
 - Mixed-use; high quality; supports long-term economic development; commits to affordable housing; respects history
- **Financial Offer and Terms**
 - Comprehensive financing plans; competitive purchase price; viable deal structure
- **Relevant Experience and Qualifications**
 - Recent experience; public-private partnerships; complex projects
- **Financial Soundness and Capability**
 - Meeting past obligations; ability to secure financing for both development and operations (if holding)
- **Interview**



BK Partners – Redevelopment Approach

- Program with a diverse mix of uses, including office and hotel components which provide employment and supports longer-term economic development
- 2,690 jobs created during construction; 2,719 ongoing
- Creates active neighborhood, with a commitment to at least 107 units of affordable housing distributed throughout market-rate properties
- Retail program is also diverse, with opportunities for local businesses, national brands, restaurants, and entertainment venues
- Key components are delivered in first phase, including open space and cultural amenities; affordable housing delivered in all three phases



BK Partners – Redevelopment Approach

- Commitment to opportunity, with a stated goal of 35% MWBE participation throughout project lifecycle
- Entrepreneurship and workforce training programs for minority youth
- Thoughtful and comprehensive community engagement strategy, with an exhaustive list of stakeholders and identified consultants
- Creative celebration of the site and the neighborhood, with good detail around proposed memorial, monuments, open space, cultural center, and other public art
- Does not require old Metro School property
- Innovative parking solutions, including demand management and shared spaces, ensuring that structured parking is not overbuilt



TEAM: BK PARTNERS LLC



- Peebles Corporation
- Conformity Corporation
- Stantec

Supported by: Perkins & Will | ColeJenest & Stone | Urbane Environments | Yellow Duck Marketing | and many more...

The Peebles Corporation



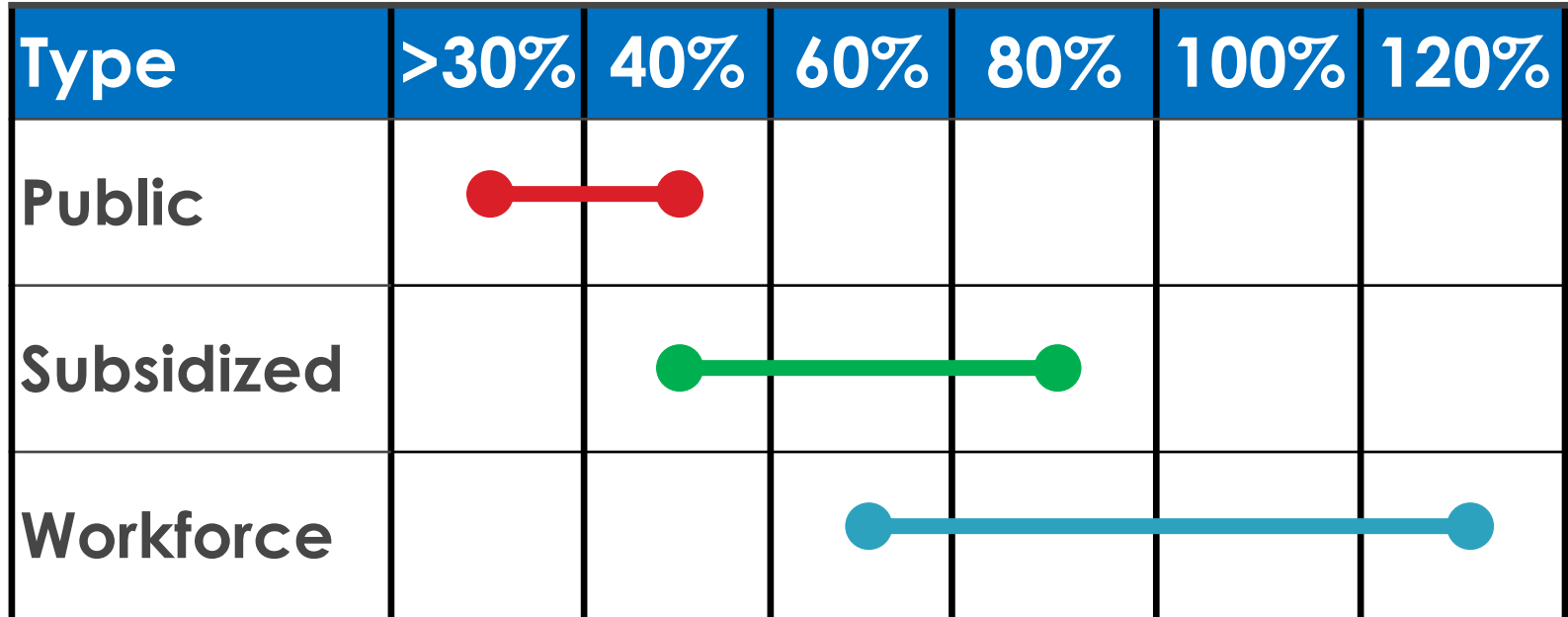


CONFORMITY
CORPORATION



- 22,000 person, 400 office, global design services firm
- Interdisciplinary services – planning, urban design, architecture, engineering, program management
- Charlotte office since 2000 – multi-disciplinary services including planning, urban design, surveying and engineering
- Substantial urban practice in 18 & 24-hour cities across North America

Housing Affordability Types



Source: FNMA and The Urban Land Institute

Ownership/Providers/Funding

TYPE	OWNERSHIP	PROVIDERS	FUNDING
Public Housing: <i><30% of AMI up to 80%</i>	Public	Housing Authorities	Public (Federal)
Subsidized: <i>40%-80% of AMI</i>	Private	Market Non-Profits	Subsidies / Vouchers Credits Private Financing
Workforce: <i>60%-120% of AMI</i>	Private	Housing Authorities Non-Profits Market	Subsidies (case by case) Private Financing

Housing Affordability



- **What is Area Median Income (AMI)?**
- **When looking at the AMI of an area, 50% of households earn more than the AMI number and 50% of households earn less than the AMI number.**
- **The AMI for Mecklenburg County is \$67,000 for 2016.**

****Mecklenburg County is part of the Charlotte-Concord-Gastonia, NC-SC HUD Metro FMR Area**

Housing Affordability



- **BK Partners will provide 10% of its rental units to households earning 80% of AMI.**
- **What would that mean today? We get our answers from the Department of Housing and Urban Development (HUD).**

Housing Affordability



Persons In Family						
AMI = \$67,000	1	2	3	4	5	6
	\$37,550	\$42,900	\$48,250	\$53,600	\$57,900	\$62,200
Monthly Housing Costs **	\$939	\$1,073	\$1,206	\$1,340	\$1,448	\$1,555

** “Monthly Housing Costs” in the table above are the monthly expenditures for shelter and include utilities and insurance and are affordable to households earning 80% of AMI. HUD caps the Monthly Housing Costs at 30% of the AMI reflected in the top row. HUD adjusts AMI based on the number of persons in a household. These details and others are available at:

<https://www.huduser.gov/portal/datasets/il/il2016/2016summary.odn>

Workforce Housing - Required



30 Units
@ 80% A.M.I.

Workforce Housing - Delivered



**107 Units
@ 80% A.M.I.**

BLOCK C**PHASE 2**

68,300 GSF OFFICE
12,200 GSF RETAIL
2,700 GSF CULTURAL

BLOCK F**PHASE 2**

169,500 GSF RESIDENTIAL (188 UNITS)
9,700 GSF RETAIL
129,400 GSF PARKING (411 SPACES)
PARKING ABOVE GRADE

BLOCK E**PHASE I**

207,700 GSF RESIDENTIAL (231 UNITS)
19,900 GSF RETAIL

PAVILION**PHASE I**

1,000 SF CULTURAL

BLOCK B**PHASE I**

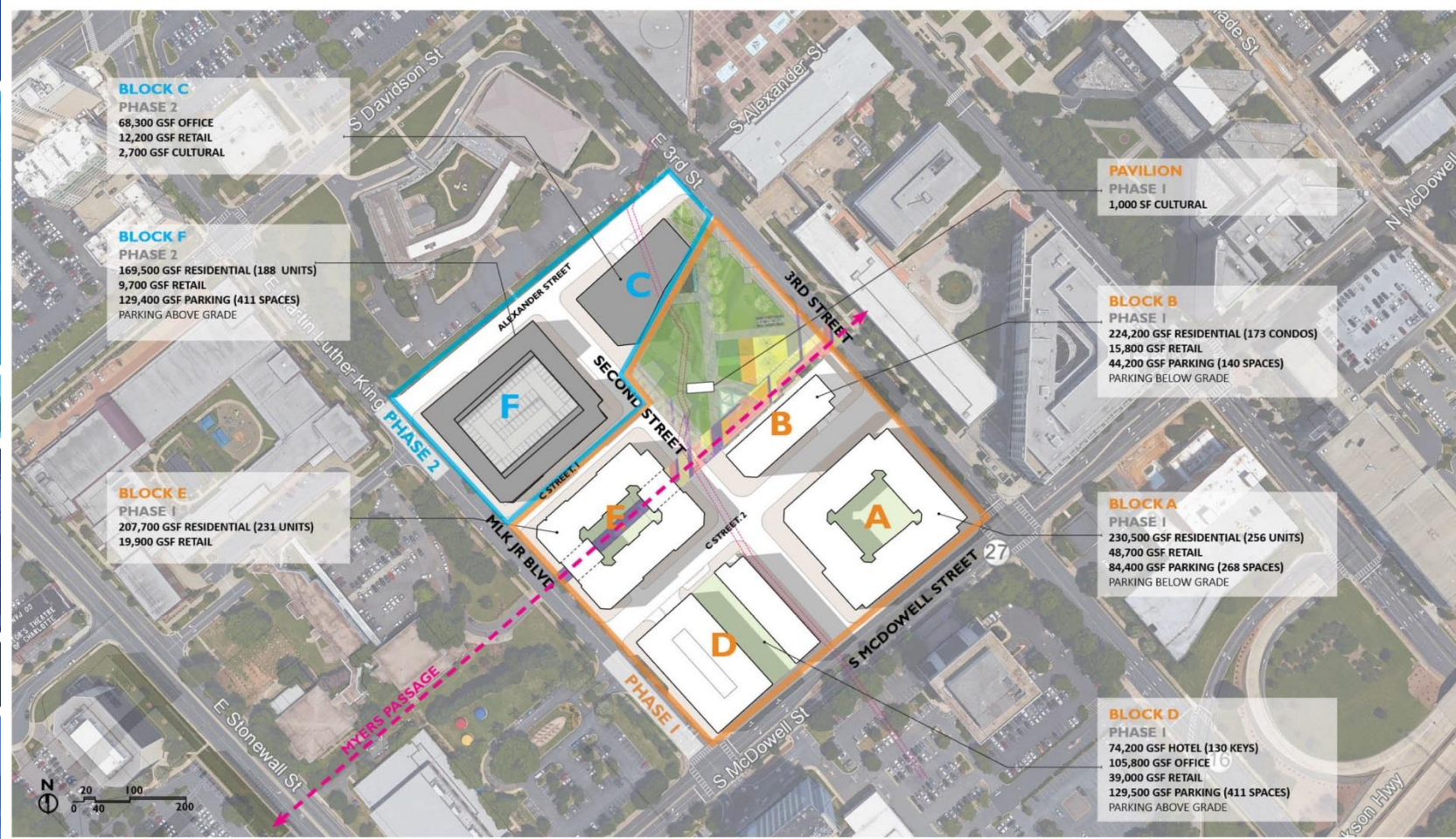
224,200 GSF RESIDENTIAL (173 CONDOS)
15,800 GSF RETAIL
44,200 GSF PARKING (140 SPACES)
PARKING BELOW GRADE

BLOCK A**PHASE I**

230,500 GSF RESIDENTIAL (256 UNITS)
48,700 GSF RETAIL
84,400 GSF PARKING (268 SPACES)
PARKING BELOW GRADE

BLOCK D**PHASE I**

74,200 GSF HOTEL (130 KEYS)
105,800 GSF OFFICE
39,000 GSF RETAIL
129,500 GSF PARKING (411 SPACES)
PARKING ABOVE GRADE



BROOKLYN VILLAGE NORTH SITE PLAN

BLOCK I
PHASE I
111,300 GSF HOTEL (150KEYS)
16,500 GSF RETAIL
46,000 GSF PARKING (146 SPACES)
PARKING ABOVE GRADE

BLOCK H
PHASE 3
355,100 GSF RESIDENTIAL (395 UNITS)
14,300 GSF RETAIL
131,400 GSF PARKING (417 SPACES)
PARKING BOTH ABOVE & BELOW GRADE

BLOCK G
PHASE 3
506,600 GSF OFFICE
76,000 GSF RETAIL
116,000 GSF PARKING (368 SPACES)
PARKING BELOW GRADE



BROOKLYN VILLAGE SOUTH SITE PLAN

The Design Vision



Rooted in Second Ward's historic vitality

timeline



1768
Charlotte, North Carolina incorporated as a city.

1886
Myers Street School, built in 1886, also known as Jacob's Ladder, is the only public grade school serving African-Americans in North Carolina until 1907.

1880s - 1950s
Brooklyn Neighborhood is the heart of Charlotte's African-American community.

1905
Brevard Library for Negroes becomes the first public library for African-Americans in North Carolina. Located in the heart of Brooklyn, the library was funded by the City of Charlotte and donations from the black community.

1923
Second Ward High School dedicated: The school is the first school to serve African-American teenagers in Mecklenburg County. For nearly five decades this building represented the heart of the Brooklyn Community.

1949
Carver College opens a branch at Second Ward High School offering night classes for World War II Veterans.

1961
As a part of urban renewal, the Charlotte City Council votes to clear eight blocks of the Brooklyn neighborhood at the cost of \$2.4 million.

1963
Demolition of Brooklyn businesses, homes and churches begins.



Late '60s - Early '70s
Development of current government facilities/Marshall Park construction



2000
Adoption of 2010 Vision Plan



Myers Street School, "Jacob's Ladder" - c. 1907



Brevard Library - c. 1905



Second Ward H.S. Student Council - 1948



Early settler's cabin - 1849



Brooklyn - c. 1959



Second Ward High School - 1949



Urban Renewal - 1963



Government Housing - 1960s

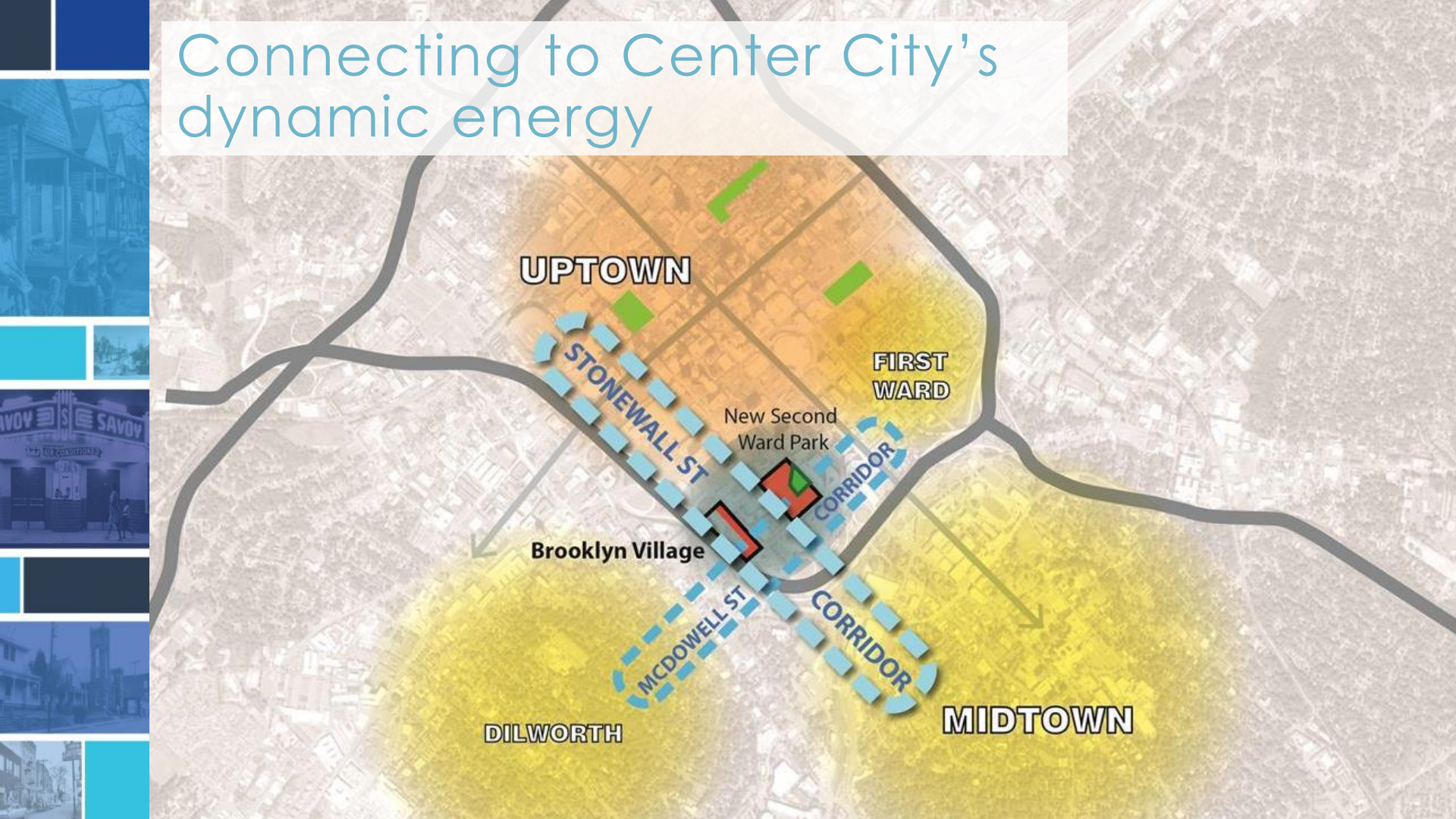


Second Ward District - 1975



Second Ward District - 2001

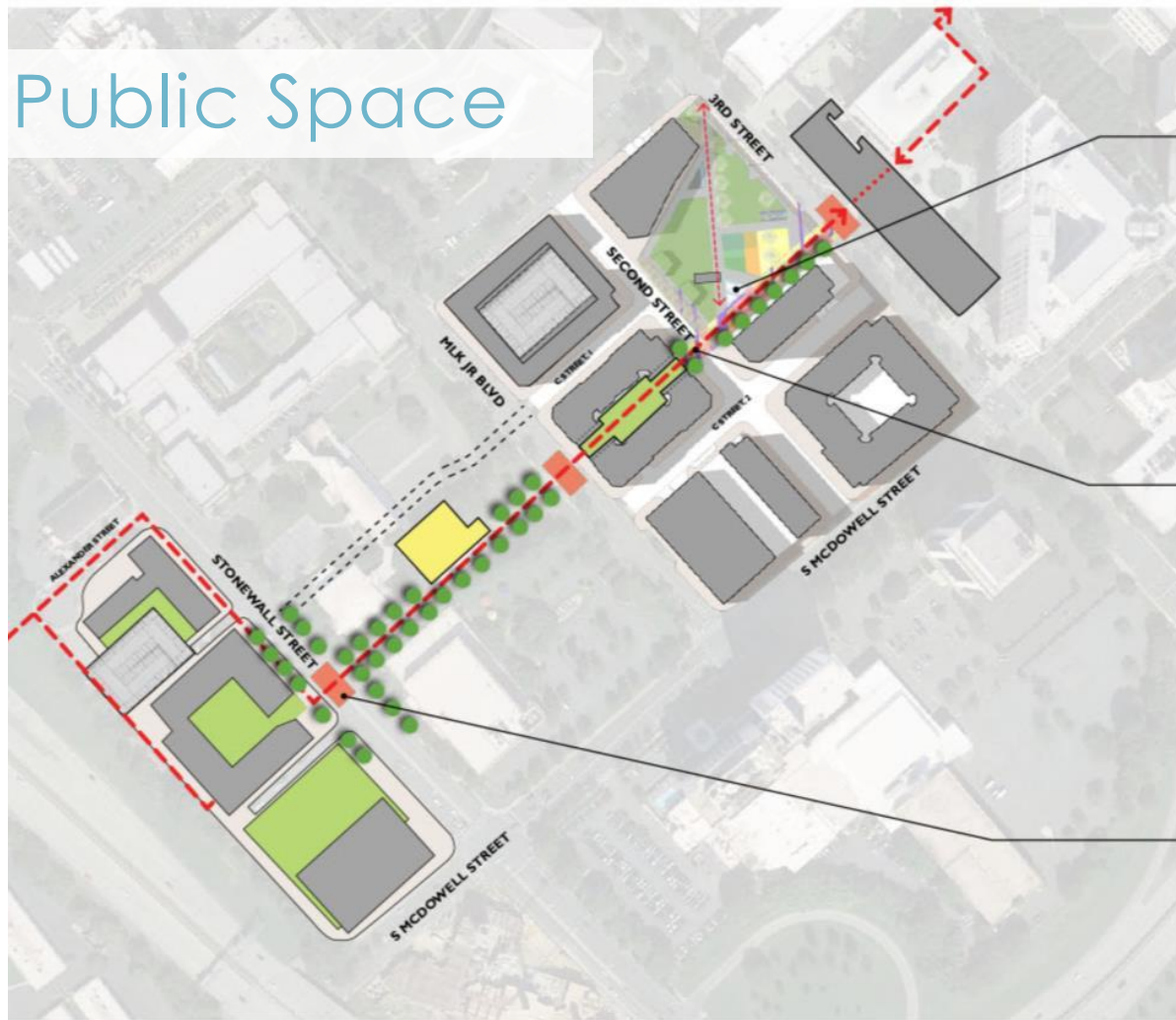
Connecting to Center City's dynamic energy



Inviting Charlotte's innovative future



Public Space



CAPTIVATE the user by pulling them into the site using lighting, color, and art



ACTIVATE Myer's Passage through paving patterns and architectural features



INVIGORATE existing Stonewall Street with unique pedestrian crossings

Brooklyn Village South: Stonewall



Brooklyn Village North: 2nd Street



Second Street as a Festival Street

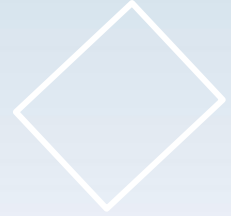


Creating a great park



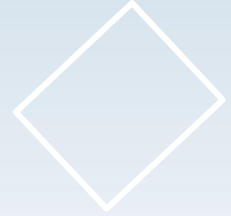
Creating a great park

Why?



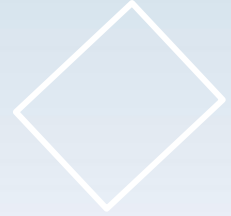
Creating a great park

Why?
What?



Creating a great park

Why?
What?
How?



WHY? Goals for placemaking



Social

Encourage interaction and social moments; build community



Cultural

Tell stories of the times, region, city or neighborhood



Civic

Feature notable design and/or landmarks exemplary of the spirit or “zeitgeist” of the area; be inclusive and accessible to all.

WHAT: Interactive spaces



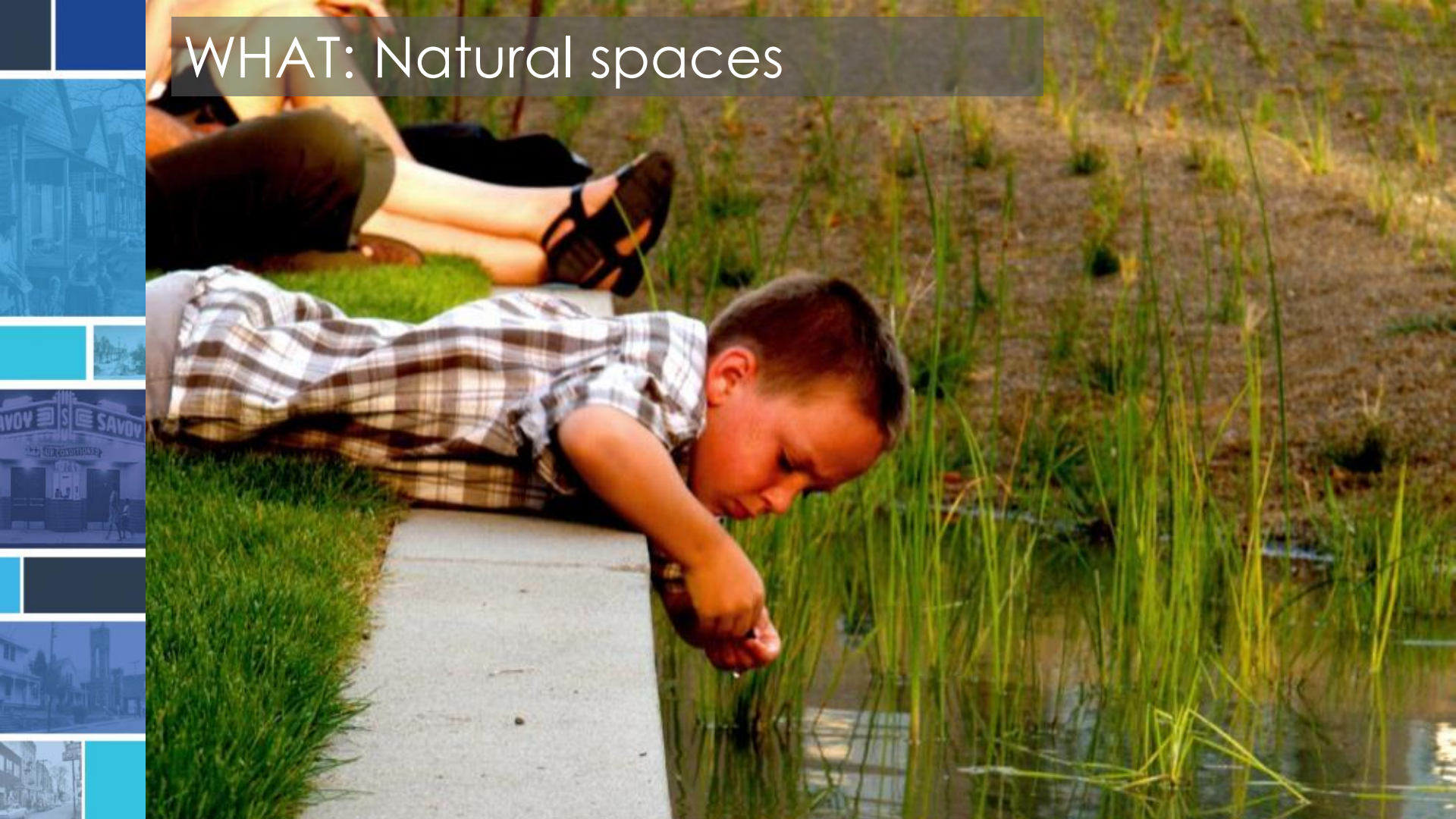
WHAT: Communal spaces



WHAT: Social spaces



WHAT: Natural spaces



WHAT: Adaptable spaces



WHAT: Intimate spaces



WHAT: Personal spaces



Telling the Brooklyn Story



HOW: Permanent fountains, trees, paving...

A large, multi-tiered stone fountain in a park. Many people, including children, are playing in the water. The fountain is surrounded by trees and a brick building in the background. The water is shallow and clear, and the stone tiers are light-colored. The scene is bright and sunny, with shadows cast on the ground.

HOW: Weekend festival



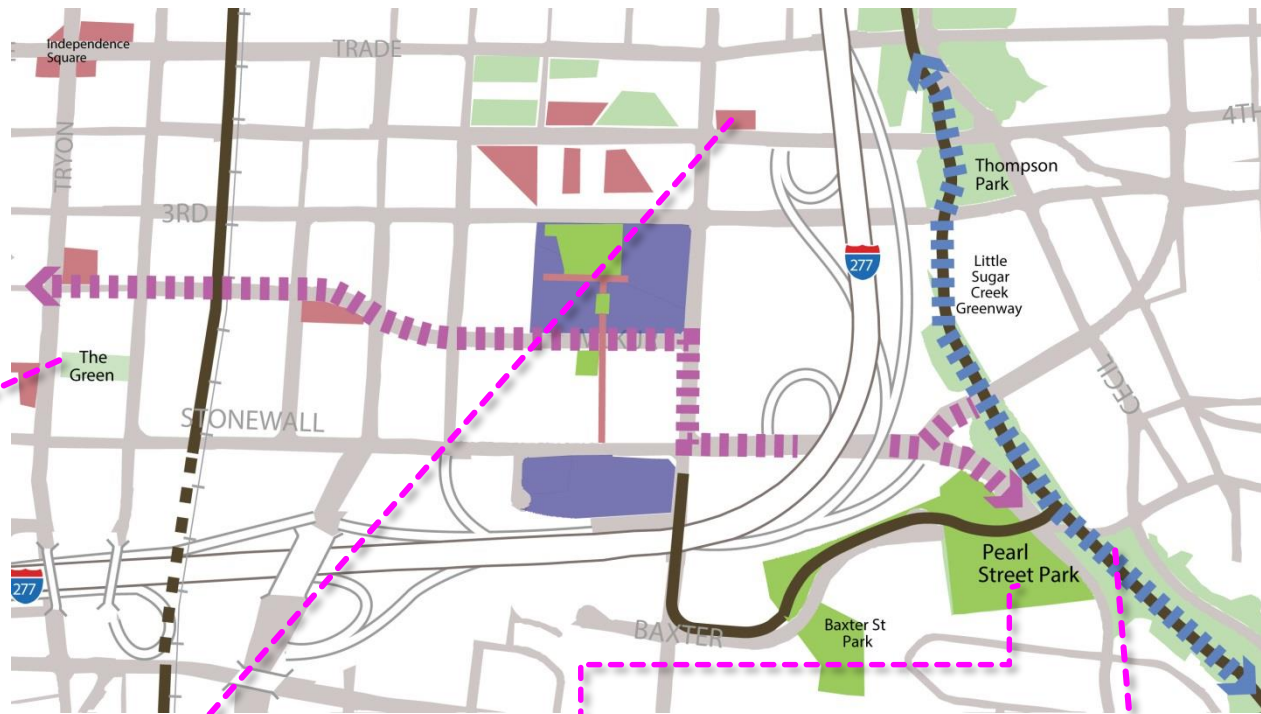
HOW: Weekend festival



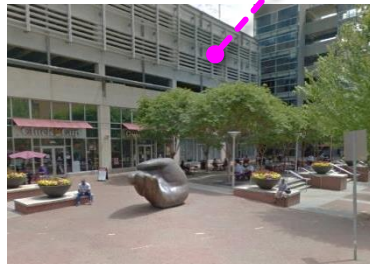
HOW: Event on wheels



- ■ ■ ■ ■ Potential Alignment Cross Charlotte Trail
- Brooklyn Village Parcels
- ■ ■ ■ ■ Potential Urban Trail Connector
- Parks, Plazas and Open Space
- Existing Trail/Greenway Trail Connection
- - - - - Proposed Trail/Greenway Trail Connection
- == Freeway/Ramp
- + + + + + Rail



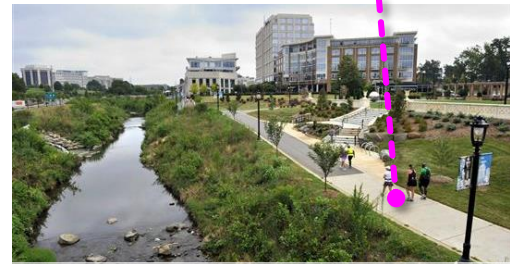
The Green



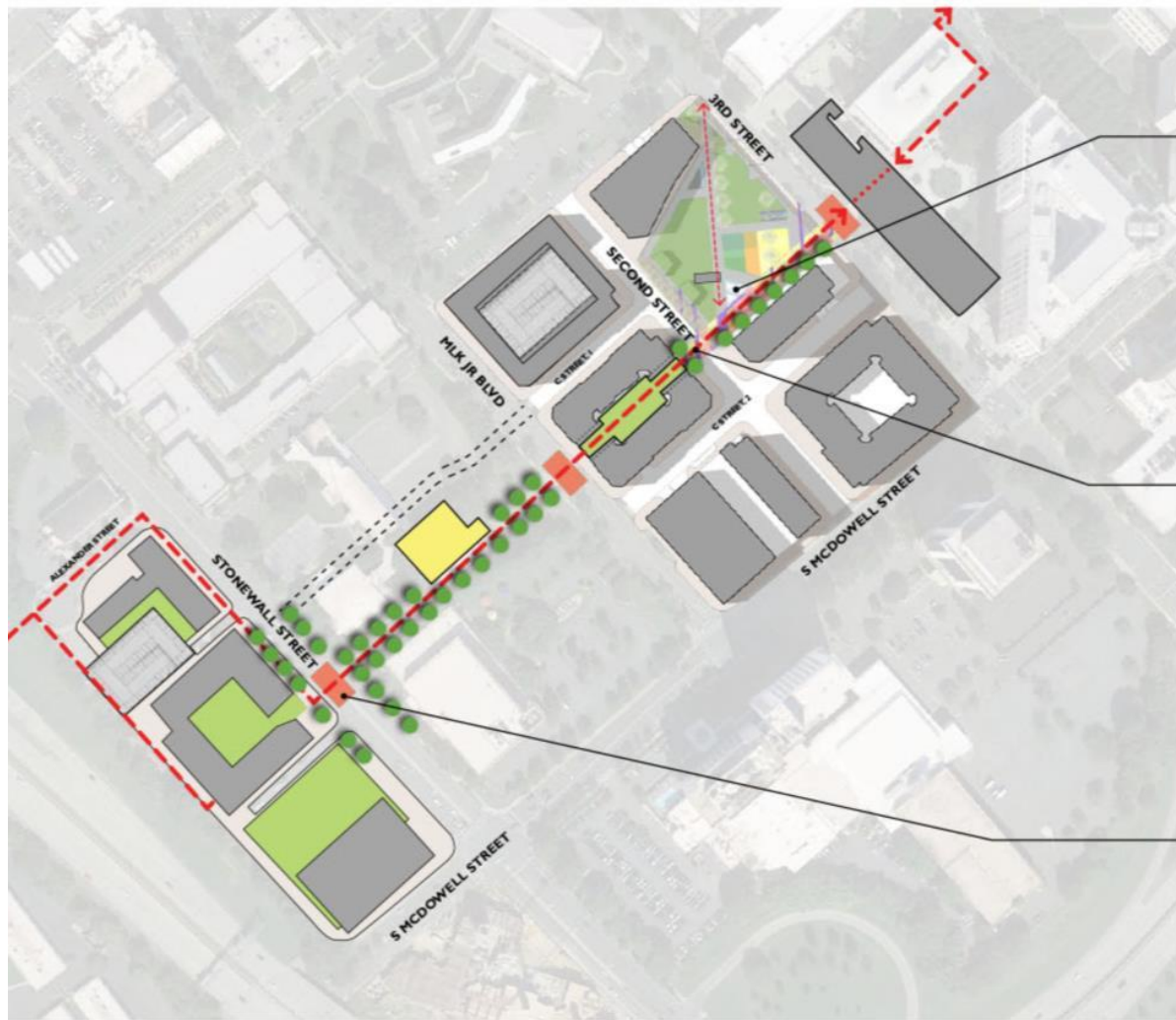
Courthouse Plaza



Pearl Street Park



Little Sugar Creek Greenway



CAPTIVATE the user by pulling them into the site using lighting, color, and art



ACTIVATE Myer's Passage through paving patterns and architectural features



INVIGORATE existing Stonewall Street with unique pedestrian crossings

Connecting to Uptown





Connecting to Midtown

Center City Existing Public Space Studies

The Green | Third Ward

Acreage: 1.4

Program:

- Lawns
- Interactive water feature
- Art
- Seating: fixed, movable, & covered
- Commercial parking deck below



Center City Existing Public Space Studies

Gateway Gardens | Fourth Ward

Acreage: 1.63

Program:

- Plaza
- Central lawn
- Interactive water feature
- Art
- Seating: fixed, movable, & covered
- Surrounded by residential and retail



Public Space Precedent Studies

Pioneer Square | Portland, Oregon

Acreage: 1.25

Program:

- Retail with pavilion
- Interactive water feature
- Tables
- Seating : movable, fixed, & covered
- Flexible plaza space
- Amphitheater



Public Space Precedent Studies



Typical Square | Savannah, Georgia

Acreage: 1.3

Program:

- Natural green space
- Walking paths with strong street connections
- Seating: fixed
- Water features
- Art



Public Space Precedent Studies

Campus Martius | Detroit, Michigan

Acreage: 1.4

Program:

- Retail
- Water feature
- Tables
- Seating : movable, fixed, & covered
- Beach
- Great Lawn with stage pavilion



Public Space Precedent Studies

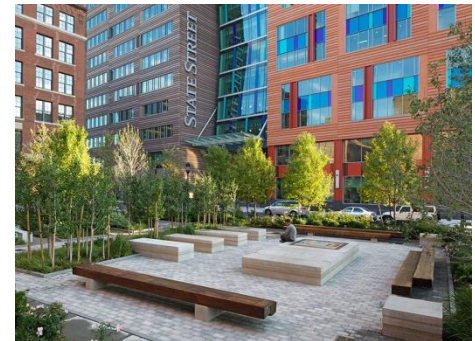


One Channel Center Park | Boston, Mass.

Acreage: 1.5

Program:

- Seating : movable & fixed
- Great lawn
- Dog park
- ½ Basketball court
- Play space



Public Space Precedent Studies

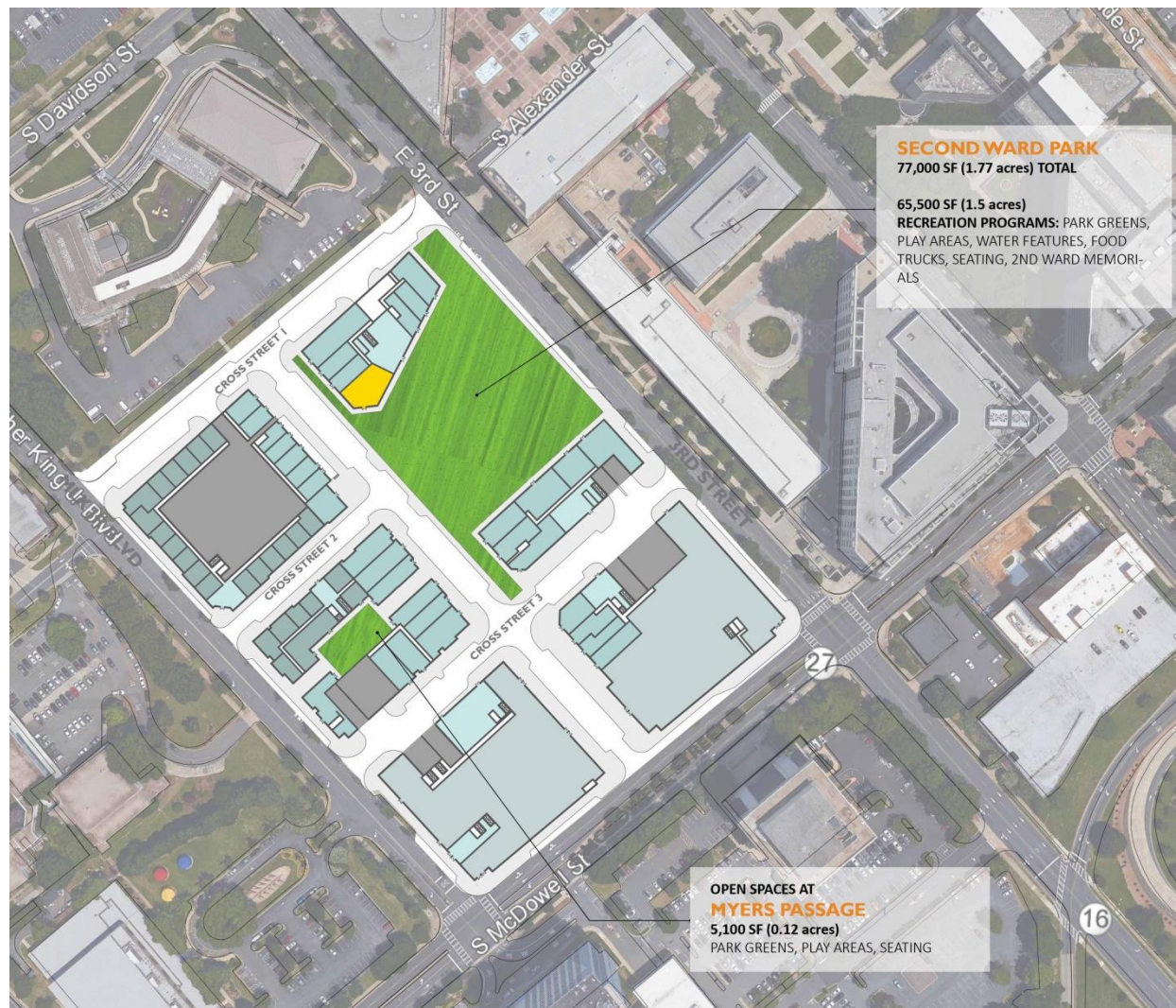
Post Office Square | Boston, Mass.

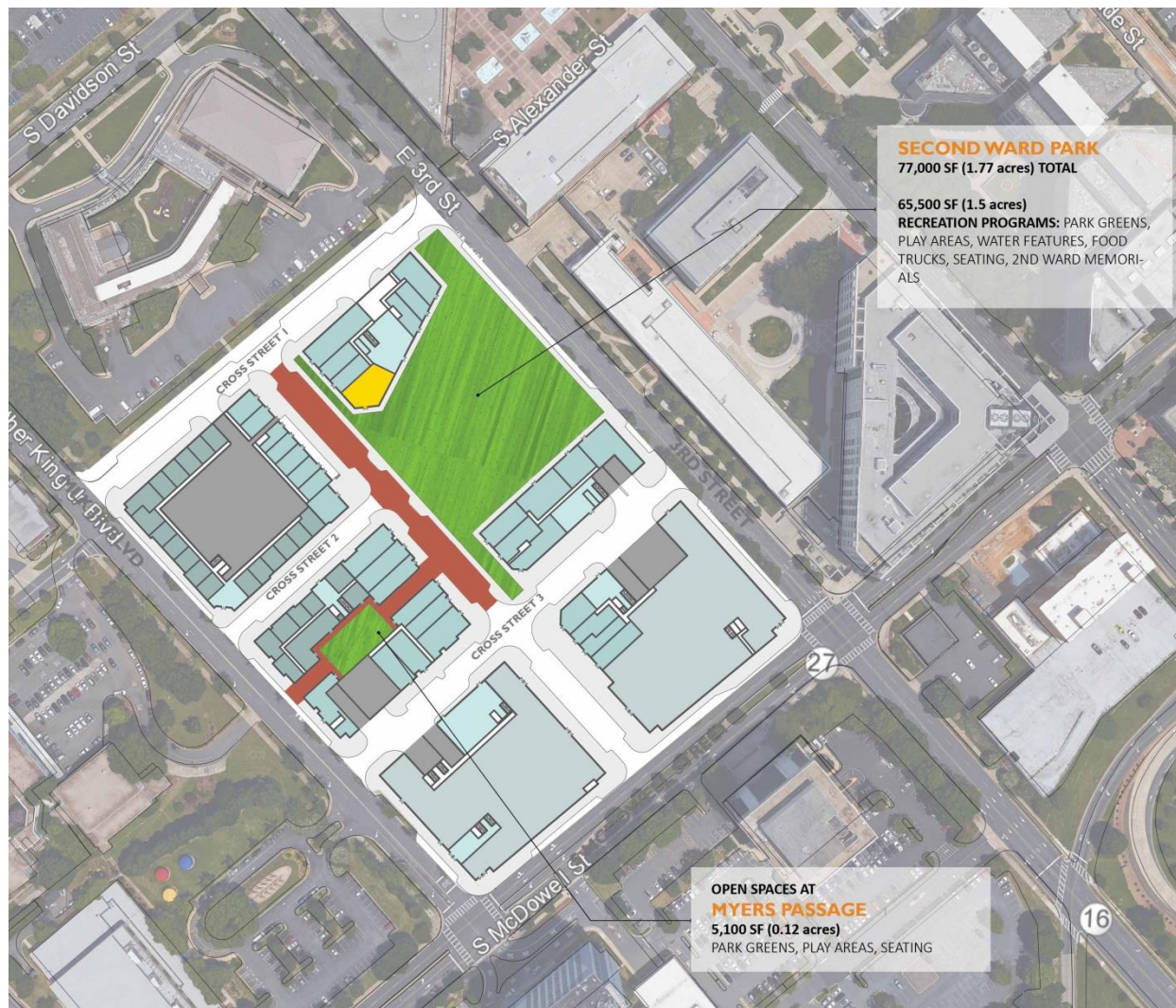
Acreage: 1.7

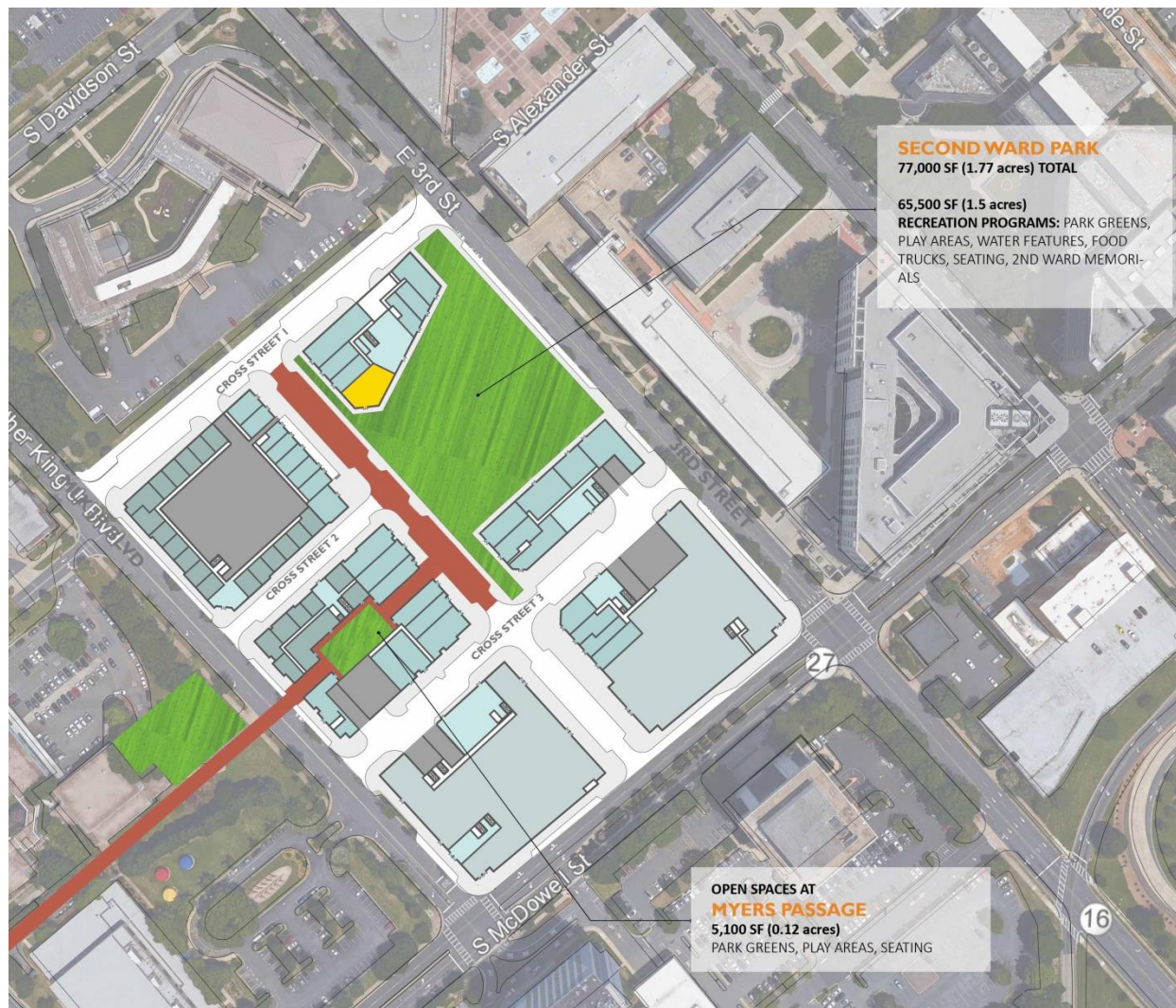
Program:

- Seating : fixed
- Great lawn
- Retail
- Pavilion
- Water feature
- Underground access to public transportation station and parking









Public Space Precedent Studies



Bethesda Row | Bethesda, Maryland

Acreage: 0.3

Program:

- Retail lined
- Festival street
- Seating: fixed, movable, & covered
- Seasonal uses: Christmas tree, markets, festivals, etc.



Festival Streets

Pearl Street Mall (CO) & Harvest Dinner Party (NJ)



Festival Streets

Sante Fe Railyard (NM) & South Spring Street (PA)





What Do You Think?

1. Which programming and design elements should be included in the park and other parts of the public realm drawing from precedent examples?
2. Are there other features of a place/park and not shown in our examples that you've always admired and think would be a good fit for Brooklyn Village's public spaces.
3. Of the features we are currently working to design into the Brooklyn Village park, which do you think is the most important:
 - Myers Passage
 - Programmable Parks Spaces
 - Festival Street
 - Other Elements

Questions?

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